Trade and Industrial Education
Course Electronic Media Management and Operations
Course Code # 5765 **Term:____Fall____Spring**

School Year _____

2 to 3 Credits: Standards 1-9 apply for 2 credits. Standard 10 applies for an additional credit. All work-based learning guidelines must be followed to receive the third credit.

Student:	Grade:
Teacher: School:	
Number of Competencies in Course:	**39 for 2 credits, 43 for 3**
Number of Competencies Mastered:	
Percent of Competencies Mastered:	

STANDARD 1.0: Students will demonstrate the ability to communicate effectively through oral, written, and visual expression.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Serve as responsible personnel in various operations, duties, and management.			
1.2	Develop programming for on-air operations.			
1.3	Produce a project for on-air programming.			
1.4	Perform scripted instructions for on-air programming.			

STANDARD 2.0: Students will examine how media entities are funded.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Distinguish between commercial and non-commercial stations.			
2.2	Develop a plan using FCC guidelines for underwriting or sales for commercial or non-commercial stations.			
2.3	Prepare a budget for marketing of a commercial or non-commercial station.			

STANDARD 3.0: Students will interpret and evaluate various media presentations within their context.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Analyze standards for creating media presentations and programs.			
3.2	Develop and evaluate various aspects of media presentations.			
3.3	Characterize various show formats for a proposed program.			

STANDARD 4.0: Students will demonstrate the ability to conceptualize, develop, and express an idea.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Conceptualize and plan studio or remote production.			
4.2	Develop an outline for a pre-production meeting.			
4.3	Create a studio or remote production.			

STANDARD 5.0: Students will analyze environmental conditions and select appropriate equipment for the application.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Research a remote site for production.			
5.2	Determine necessary equipment for a studio or remote production.			
5.3	Determine the necessary staffing for a studio or remote production.			
5.4	Calculate necessary power usage and determine method of supply.			
5.5	Design and present a signal flow chart.			
5.6	Analyze final product for quality control.			

STANDARD 6.0: Students will demonstrate leadership, citizenship, teamwork, and employability skills required for success in the school, community, and workplace.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Demonstrate dignity in work and participates in SkillsUSA-VICA as an integral part of classroom instruction, community involvement, and workplace activities.		
6.2	Incorporate values and ethics into school, community, and workplace situations.		
6.3	Analyze appropriate dress for different roles in day to day operations.		
6.4	Analyze the benefits of teamwork.		
6.5	Exhibit skills necessary to acquire employment in the electronic media industry.		

STANDARD 7.0: Students will practice all aspects of safety procedures related to the electronic media industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Evaluate FCC (Federal Communication Commission) rules and regulations, Tennessee Board of Education and local board of education policies and regulations.		
7.2	Maintain a safe working environment.		
7.3	Analyze health and safety issues related to studio and remote site production.		
7.4	Pass with 100 % accuracy a written examination relating to safety issues.		
7.5	Pass with 100% accuracy a performance examination relating to safety.		
7.6	Maintain a portfolio record of written safety examinations and equipment examinations for which the student has passed an operational checkout by the instructor.		

STANDARD 8.0: Students will function successfully within an environment structured after current media industries.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Analyze the responsibilities of the NTSC (National Television Standards Committee).		
8.2	Analyze the responsibilities of the ATVC (Advanced Television Committee).		
8.3	Research global broadcast standards.		
8.4	Evaluate audio and video formats.		
8.5	Analyze signal processing and transmission.		
8.6	Analyze the different methods of transmitting electronic media.		

STANDARD 9.0: Students will demonstrate ethics in the industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Evaluate electronic media effects on society.		
9.2	Demonstrate work ethics in completing activities related to audio and video production.		
9.3	Demonstrate professional conduct around issues such as, but not limited to, copyright, use of material taken from the Internet, and privacy.		

STANDARD 10.0: Students will analyze how electronic media are applied through a specific work-based learning experience

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Participate in a work-based learning environment.		
10.2	Produce a plan to integrate time management principles an on-air production.		
10.3	Integrate personal and industry ethical principles into the work-based learning environment.		
10.4	Adjust principles of safety to the work-based environment.		

Additional Comments _____